

HEMINGWAY, LLP
PRESTON COMMONS WEST, SUITE 460
8117 PRESTON ROAD
DALLAS, TEXAS 75225

FACSIMILE TRANSMISSION

PHONE: (214) 292-8301
FACSIMILE: (214) 739-5209
D.HEMINGWAY@GTE.NET

Please hand deliver the following facsimile to:

Name: Shshik Kim, Examiner

Date: August 31, 2005

Facsimile No.: (571) 273-2393

Company: USPTO

Number of Pages (including this page): 15

Telephone No.:

From: D. Scott Hemingway

Send copies to:

Direct Telephone No.: (214) 292-8301

Matter No.

NOTICE: This communication is intended to be confidential to the person to whom it is addressed, and it is subject to copyright protection. If you are not the intended recipient or if you are unable to deliver this communication to the intended recipient, please do not read, copy or use this communication or show it to any other person, but notify the sender immediately by telephone the direct telephone number noted above.

Message:

Please call us immediately at (214) 292-8301 if the facsimile you receive is incomplete or illegible.

Hemingway, LLP

A Limited Liability Partnership

D. Scott Hemingway
Malcolm W. Pipes
Charles D. Herrick
Michael B. Regitz

Facsimile: (214) 739-5209
Writer's Direct Phone
(214) 292-8301

Preston Commons West • Suite 460
8117 Preston Road
Dallas, TX 75225

Intellectual Property Law
Patents • Copyrights • Trademarks
Litigation • Prosecution • Licensing

August 31, 2005

Via Facsimile (571)273-2393

Ahshik Kim
Examiner
United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

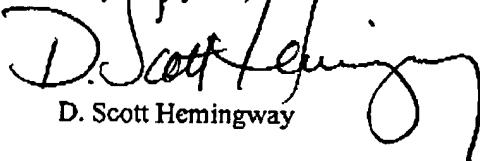
Re: Method and Program for Reduction of
Retail Sales Revenue Limitations
Serial No.: 10/614,488
Date Filed: July 7, 2003
Our File No.: SSI 02977 PTUS / Shrink P1001

Dear Ms. Kim:

Per our phone conference last week, please find herewith our response to the Office Action mailed July 14, 2005. We have amended the claims to clarify that the invention is for managing unsold inventory in a retail store. As we discussed, the prior art you cited in the office action was for managing returned sold merchandise.

We believe the amended claims place the application in condition for allowance. If you have any questions or comments, please contact me.

Very truly yours,


D. Scott Hemingway

SHRINK-P1001

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: O'Connell, Gregory

Serial No.: 10/614,488

Filed: July 7, 2003

For: Method and Program for Reduction of Retail Sales Revenue Limitations

Group Art Unit: 2876

Examiner: Kim Ahshik

United States Patent and Trademark Office
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AFTER FINAL RESPONSE TO FINAL OFFICE ACTION

In response to the Final Office Action mailed July 14, 2005, the Applicant respectfully requests reconsideration of the application in light of the remarks herein.

CERTIFICATE OF MAILING

I hereby certify that this correspondence is, on the date shown below, being deposited with the United States Postal Service with sufficient postage as first class mail, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Date: August 31, 2005Amy Kasper
Amy Kasper